

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1 through 22. (Cancelled) .

23. (New) An Internet-based computer system for generating a message board display of an Internet-based message board, said computer system comprising an at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective users;

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers, wherein each respective advertising offer of the plurality of advertising offers comprises:

1) a respective hypertext link to an advertising message, and

2) a corresponding fixed line number within a plurality of message board display lines for the message board display, for a display of the respective hypertext link;

C) generate the message board display comprising:

1) each user input message of the plurality of user input messages displayed at a respective line of the plurality of message board display lines, relative to the beginning of the message board display, and

2) each respective hypertext link displayed at the corresponding fixed line number of the message board display.

24. (New) The computer system of Claim 23, the at least one server computer further programmed to:

update the message board display with a new user input message displayed at a

respective line of the plurality of message board display lines, relative to the beginning of the message board display; and

preserve the message board display of the hypertext link position at the corresponding fixed line number of the message board display.

25. (New) An Internet-based computer system for generating a message board display of an Internet-based message board, said computer system comprising an at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective users;

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers, wherein each respective advertising offer of the plurality of advertising offers comprises:

1) a respective hypertext link to an advertising message, and

2) a corresponding fixed line number within a plurality of message board display lines for the message board display, for a display of the respective hypertext link;

C) generate the message board display of the plurality of message board display lines comprising:

1) the plurality of user input messages, wherein a respective line of the plurality of message board display lines, relative to the beginning of the message board display is provided for a respective display of each respective user input message of the plurality of user input messages, and

2) each respective hypertext link at a display line at the corresponding fixed line number of the message board display.

26. (New) The computer system of Claim 25, wherein each respective advertising subscriber of the plurality of respective advertising subscribers has paid a respective predetermined fee for a predetermined period of time for displaying the respective hypertext link at the corresponding fixed line number of the message board display.

27. (New) The method of Claim 25 wherein each respective advertising subscriber of the plurality of respective advertising subscribers has paid a respective bid for a particular period of time for displaying the respective hypertext link at the corresponding fixed line number of the message board.

28. (New) An Internet-based computer system for generating a plurality of message board displays for a plurality of Internet-based message boards, said computer system comprising at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective message board users, wherein each respective user input message of the plurality of user input messages comprises:

- 1) a respective user message, and
- 2) a corresponding identification of a respective Internet-based message board of the plurality of Internet-based message boards on which the respective user message is to be displayed;

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers, wherein each respective advertising offer of the plurality of advertising offers comprises:

- 1) a respective hypertext link to an advertising message,
- 2) a corresponding identification of a respective Internet-based message board of the plurality of Internet-based message boards on which the respective hypertext link is to be displayed, and
- 3) a corresponding identification of a fixed line number within a plurality of message board display lines for the respective Internet-based message board for a display of the hypertext link;

C) for each respective Internet-based message board of the plurality of Internet-based message boards, generate a display comprising:

- 1) each respective user message for which the corresponding identification of a respective message board corresponds to the respective Internet-based message board, wherein a respective line relative to the

beginning of the display is provided for display of the respective user message,
and

2) each respective hypertext link for which the corresponding identification of a respective Internet-based message board corresponds to the respective Internet-based message board, wherein the fixed line number within the plurality of message board display lines for the respective Internet-based message board is provided for display of the respective hypertext link.